FOCEXEC: TSTRANZD 12/10/90 19.59.41

TRANSSHIPMENT ANALYSIS
EUREKA DMA: 802
TOTAL STORES IN DMA = 151
MAJOR DIRECT RETAIL SUPPLIERS

CUSTOMER	CUSTOMER NO.	TYPE	% RETAIL VOLUME	PRIMARY SUPPLD STORES	P & S SUPPLD STORES	PRIMARY STORES	P & S STORES	CITY	STATE
CORE MARK DIST INC	4643607	DIST	37.0	56	70	212	260	GRANTS PASS	OR
ALBEE & BUCK	0407600	DIST	27.7	46	65	49	68	EUREKA	CA
W M ENDERT DIST CO	0406001	DIST	11.5	14	15	16	18	CRESCENT CITY	CA
UNITED GROCERS INC	3627902	WHLS	7.1	11	11	91	99	MEDFORD	OR
SAFEWAY STORES INC	0434101	DRET	5.2	4	4	204	209	FREMONT	CA
PAYLESS DRUG	3658300	DRET	2.5	2	2	197	198	WILSONVILLE	OR
THE CUSTOMER CO	0416001	DRET	2.4	1	1	86	89	BENICIA	CA
MTC DISTRIBUTING	0477501	DIST	1.6	2	2	662	776	MODESTO	CA
THRIFTY CORP	0417704	DRET	1.6	3	3	174	174	SPARKS	NV
MCLANE/PACIFIC	0415201	WHLS	1.3	3	3	1051	1126	MERCED	CA
MCLANE N W GROC DIST	4662201	WHLS	1.1	2	2	1063	1106	TACOMA	WA
CORE MARK DIST INC	4643602	DIST	1.0	1	1	216	249	FRESNO	CA
MELVIN SOSNICK CO	0465101	DIST	.1	0	1	502	629	SANTA CLARA	CA
TOTAL			100.1	145	180	4523	5001		

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Source: https://www.industrydocuments.ucsf.edu/docs/gqdn0004

TRANSSHIPMENT ANALYSIS
RETAIL STORES FOR 4 SCENARIOS BY CUSTOMER

FOCEXEC: TSTRANZD 12/10/90 19.59.41

FOR EUREKA DMA: 802

CUSTOMER	SCENARIO	P & S STORES	CPW	CPW SUPLD
ALBEE & BUCK	R:IN S:IN	65	16130	9741
	R:OUT S:IN	3	245	245
*TOTAL CUSTNAME ALBEE & BUCK		68	16375	9986
CORE MARK DIST INC	R:IN S:OUT	71	15755	13369
	R:OUT S:OUT	438	98365	83448
*TOTAL CUSTNAME CORE MARK DIST INC		509	114120	96817
MCLANE N W GROC DIST	R:IN S:OUT	2	400	375
	R:OUT S:OUT	1104	203530	194622
*TOTAL CUSTNAME MCLANE N W GROC DIST		1106	203930	194997
MCLANE/PACIFIC	R:IN S:OUT	3	485	442
	R:OUT S:OUT	1123	198700	187125
*TOTAL CUSTNAME MCLANE/PACIFIC		1126	199185	187567
MELVIN SOSNICK CO	R:IN S:OUT	1	285	29
	R:OUT S:OUT	628	131780	104445
*TOTAL CUSTNAME MELVIN SOSNICK CO		629	132065	104474
MTC DISTRIBUTING	R:IN S:OUT	2	560	560
	R:OUT S:OUT	774	139660	122379
*TOTAL CUSTNAME MTC DISTRIBUTING		776	140220	122939
PAYLESS DRUG	R:IN S:OUT	2	925	863
	R:OUT S:OUT	196	61320	60141
*TOTAL CUSTNAME PAYLESS DRUG		198	62245	61004

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TRANSSHIPMENT ANALYSIS
RETAIL STORES FOR 4 SCENARIOS BY CUSTOMER

FOR EUREKA DMA: 802

TOCEXEC: TSTRANZD 12/10/90 19.59.41

CUSTOMER	SCENARIO	F & S STORES	CPW	CPW SUPLD
SAFEWAY STORES INC	R:IN S:OUT	4	1905	1843
	R:OUT S:OUT	205	94630	86873
*TOTAL CUSTNAME SAFEWAY STORES INC		209	96535	88716
THE CUSTOMER CO	R:IN S:OUT	1	850	850
	R:OUT S:OUT	88	61315	60770
*TOTAL CUSTNAME THE CUSTOMER CO		89	62165	61620
THRIFTY CORP	R:IN S:OUT	3	550	550
	R:OUT S:OUT	171	20000	19995
*TOTAL CUSTNAME THRIFTY CORP		174	20550	20545
UNITED GROCERS INC	R:IN S:OUT	11	2730	2512
	R:OUT S:OUT	88	25230	23840
*TOTAL CUSTNAME UNITED GROCERS INC		99	27960	26352
W M ENDERT DIST CO	R:IN S:IN	15	4120	4030
	R:OUT S:IN	3	900	620
*TOTAL CUSTNAME W M ENDERT DIST CO		18	5020	4650
TOTAL		5001	1080370	979667

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DMA DATA AS OF OCTOBER 1990

		GREAT FALLS	GLENDIVE	BUTTE	HELENA	MISSOULA	BILLINGS	ANCHORAGE	BOISE	EUREKA	IDAHO FALLS	LAS VEGAS	RENO
SDI	MARLBORO	91		91	104	76	98	129	98	84	89	117	119
	RED	87		93	107	75	95	126	100	96	91	105	116
	RED BOX	30		27	36	40	30	70	66	137	41	139	166
	RED SOFT	144		171	184	110	163	181	138	48	149	66	55
	TOTPV	152		175	144	200	165	73	153	207	180	110	108
SHARE CHANGE	MARLBORO	-0.81		-1.49	-1.26	-1.81	-1.60	-0.90	-1.25	-0.66	-2.04	2.32	0.61
	RED	-0.34		-0.75	-0.62	-0.79	-0.79	-0.97	-0.63	-0.38	-1.28	0.95	0.21
	RED BOX	0.43		0.27	0.25	0.17	0.18	0.09	0.30	-0.19	0.08	0.62	0.35
	RED SOFT	-0.70		-1.00	-0.96	-0.92	-1.09	-0.95	-0.87	-0.19	-1.22	0.33	-0.14
	TOTPV	4.51		8.07	5.24	10.65	6.62	4.14	6.30	7.49	7.70	3.55	4.61
TRANSSHIPMENTS:													
IN		36	65	67	57	50	22	37	55	61	32	8	12
OUT		58	71	2	75	8	38	3	16	0	27	0	27
% TOTAL POPULATION		.07%	.01%	.06%	.02%	.08%	.10%	.12%	.18%	.06%	.13%	.25%	.16%
SUPPLIERS:													
TOTAL				14		13	18	13	20	12	18	11	18
IN		-	-	3		3	7	5	3	2	6	5	8
OUT				11		10	11	8	17	10	12	6	10
VOLUME:													
TOTAL				20,538		37,342	37,057	75,008	81,665	35,164	60,513	116,644	106,984
FROM IN		-	-	6,595		19,747	28,353	31,835	23,533	13,771	41,664	107,216	98,069
FROM OUT				13,943		17,595	8,704	43,173	58,132	21,393	18,849	9,428	8,915
% FROM OUT		-	-	67.9		47.1	23.5	57.6	71.2	60.8	31.1	8.1	8.3

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Source: https://www.industrydocuments.ucsf.edu/docs/gqdn0004